

USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/25 thru 05/31. (prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY													
THIS WEEK					PREVIOUS WEEK				PREVIOUS YEAR				
Feature Rate		26.0% of 22,500 stores			38.1% of 22,500 stores				28.4% of 19,500 stores				
		X LA	ARGE	LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
R	USDA GRADE AA												
E	White 12 pack			840	1.35	30	1.36	790	1.18	10	0.99	330	1.57
G	White 18 pack			950	2.12	40	1.97	160	2.32			1,570	2.36
U	Brown 12 pack												
L	USDA GRADE A												
Ā	White 12 pack			2,240	1.01	140	2.06	3,260	1.10	200	1.46	140	1.04
R	White 18 pack			380	1.86			860	1.90	10	1.79	270	2.35
	Brown 12 pack			160	2.40								
	USDA ORGANIC												
_	White 12 pack												
S	Brown 12 pack			140	5.01	20	3.14	400	4.61	40	3.41	520	4.35
E	OMEGA-3												
C	White 12 pack	480	2.91	1,530	2.59	360	2.58	760	2.31	260	2.44	2,840	2.24
ī	Brown 12 pack			180	3.50			50	2.99			230	3.33
À	CAGE-FREE												
ī	White 12 pack			20	2.50			1,890	2.51			360	2.88
T	Brown 12 pack			480	3.27			2,230	2.56			190	2.96
Y	VEGETARIAN FED												
-	White 12 pack			340	2.44							230	2.29
	Brown 12 pack	580	2.00	770	2.20	50	3.06	320	2.94	10	2.00	1,400	2.16

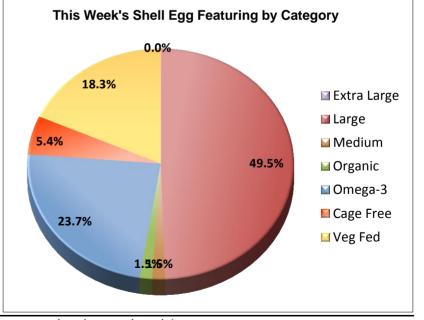
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen												
1.40												
1.33												
1.26												
1.19	1.20	1.20		1.16	1.18							
1.12			1.13									
1.05 Apr 20-26	Apr 27-May-03	May 04-10	May 11-17	May 18-24	May 25-31							

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,570	5,280	2,530	Large Eggs on
Specialty	4,520	6,080	6,080	May-21-2012
Total (includes MD)	9,230	11,680	8,630	443.9
Special Rate 4/:	0.7%	1.2%	1.4%	down 4.9%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

With the arrival of the Memorial Day weekend, featuring of regular shell eggs shares ad space with pre-made egg salads and deviled eggs targeting shoppers who are looking to save time. The average price to consumers for Grade A or better Large white eggs is slightly higher than a week ago but fewer stores are offering sale prices on shell eggs. Shoppers will continue to have a difficult time finding bargains as "no price" incentives are scarce. Ads for Medium and Jumbo sized eggs are showing up in flyers, while Extra Large eggs have fallen from view. Promotional activity for specialty shell eggs continues to decline, although Omega-3 type eggs are actively featured in the Northeast region and are the popular favorite in this category. Promotions of cage-free eggs decline sharply. Liquid egg promotions are fewer in number this week with the bulk of activity remaining in the Northeast and limited elsewhere.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

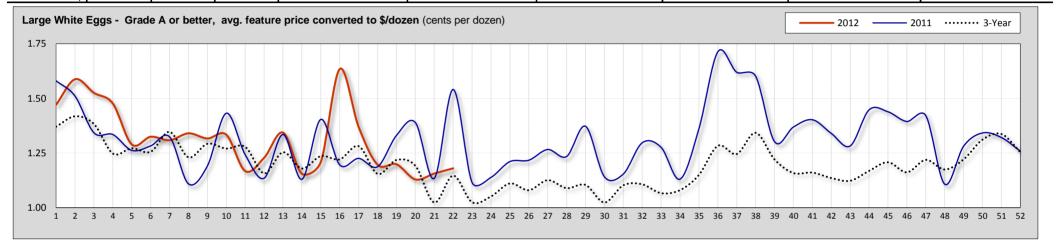
1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

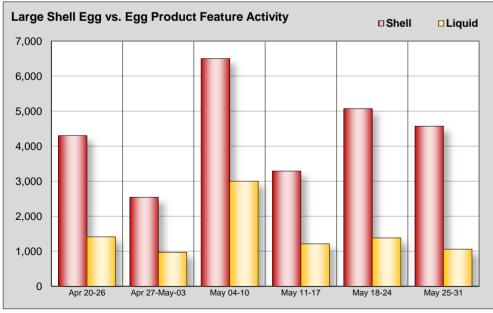
			IEAST U.S. E.NH.NJ.NY,PA.RI.VT)	SOUTHEA (AL,FL,GA,MS,NC,		MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)				
	Feature Rate 17 Activity Index 4	23.6% of 4,400	ב,אה,אט,איז,אא,איז)) sampled outlets <mark>'80 (includes Medium)</mark>	15.5% of 6,000 sa Activity Index = 1,570 (mpled outlets	29.9% of 4,000 sampled outlets Activity Index = 1,220 (includes Medium)				
		EXTRA LARGE	LARGE	EXTRA LARGE	LARGE	EXTRA LARGE	LARGE			
	CLASS	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/			
USE	White 12 pack		1.50 10 1.50				0.99 80 0.99			
GRA	White 18 pack									
AA	Brown 12 pack									
	MEDIUM	White 12 pack		White 12 pack		White 12 pack				
Her	White 12 pack		0.88 - 1.99 230 1.05		0.88 - 1.00 650 0.93		0.49 - 1.39 830 1.02			
USE			1.49 - 2.49 100 2.41 2.50 130 2.50		2.49 40 2.49		0.99 - 1.99 240 1.53			
A	BIOWII 12 Pack	White 12 pack		White 12 pack	0.88 - 1.19 60 1.02	White 12 pack	0.97 10 0.97			
, ,	MEDIUM	White 30 pack		White 30 pack	0.00 - 1.10 - 00 1.02	White 30 pack	0.57			
U	SDA ORGANIC	,		·		·				
	White 12 pack									
S	Brown 12 pack		3.99 - 5.49 130 5.11				3.59 10 3.59			
Εlo	MEGA-3									
C	White 12 pack	2.69 - 3.29 390 3.08	3 1.99 - 3.49 1,210 2.70	1.98 20 1.98	1.98 - 2.04 100 2.03	1.98 10 1.98	1.98 - 2.04 20 2.02			
1 0	Brown 12 pack AGE-FREE				3.50 180 3.50					
A	White 12 pack		2.50 20 2.50							
느	Brown 12 pack		1.79 - 3.49 60 3.33		2.99 - 3.50 290 3.31		2.50 10 2.50			
V VI	GETARIAN FED				2.00 0.00 200 0.01					
•	White 12 pack		2.50 250 2.50		2.29 80 2.29		2.29 10 2.29			
	Brown 12 pack	2.00 510 2.00		2.00 70 2.00	2.00 - 3.29 80 2.29					
			ENTRAL U.S	SOUTHWE			WEST U.S.			
	1/	, , , , , ,	A,MO,NM,OK,TX,UT)	(CA,HI,	,	(AK,ID,MT,OR,WA,WY) 4.7% of 1,200 sampled outlets				
	Feature Rate 1/ Activity Index 2/) sampled outlets 330 (includes Medium)	45.0% of 2,900 sa Activity Index = 990 (i	•	· ·	sampled outlets) (includes Medium)			
	White 12 nack		0.89 - 1.99 370 1.66	,	0.68 - 1.68 360 1.09	Activity index = 4	0.99 - 1.69 20 1.42			
USD	White 18 nack		0.78 - 1.99 370 1.95		1.67 - 2.49 570 2.22		1.99 10 1.99			
GRA AA	Brown 12 nack									
AF	MEDIUM	White 12 pack	C	White 12 pack	0.79 10 0.79	White 12 pack				
	White 12 pack		0.78 - 1.39 510 1.04		0.88 - 3.49 20 1.59					
USD										
GRA	DE Brown 12 pack	14000		1000	1.99 30 1.99					
Α	MEDIUM	White 12 pack White 30 pack		White 12 pack White 30 pack		White 12 pack White 30 pack				
Τυ	I SDA ORGANIC	vville 30 pace	2.30 10 2.30	Writte 30 pack		Write 30 pack				
	White 12 pack									
S	Brown 12 pack									
Po	MEGA-3									
C	White 12 pack	2.28 60 2.28	1.99 - 2.33 200 2.26							
ĭ	Brown 12 pack									
A	AGE-FREE									
L	White 12 pack Brown 12 pack		3.29 110 3.29				2.50 10 2.50			
T	EGETARIAN FED		3.29 110 3.29				2.50 10 2.50			
Y Y'	White 12 pack									
	Brown 12 pack									
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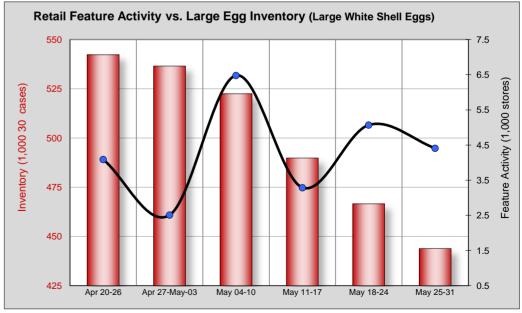
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EGG	THIS	LAST	LAST	NORTHEAST		SOUTHEAST MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST			
PRODUCTS	WEEK WEEK		YEAR	NORTHEAST		SOUTHEAST								MIDVVEST	
1/ Feature Rate	1.9%	2.9%	8.3%	4.4% of 4,40	00 sampled	0.5% of 6,0	00 sampled	2.2% of 4,00	00 sampled	mpled 2.8% of 4,000 sampled		0.0% of 2,900 sampled		0.0% of 1,200 sampled	
2/ Activity Index	1,060	1,380	1,890	Activity In	dex = 840	Activity II	ndex = 30	Activity In	ndex = 80	Activity Index = 110		Activity Index = 0		Activity Index = 0	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	690 2.75	760 2.58	1,700 2.39	1.99 - 2.99	590 2.82	2.29	10 2.29	2.29	70 2.29	2.69	20 2.69				
32 oz. crtn	370 4.31	330 4.67	60 4.00	3.99 - 4.99	250 4.46	3.99	20 3.99	3.99	10 3.99	3.99	90 3.99				
3 - 4 oz. cup		290 2.50	130 2.50												
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.